



## THE PARKER AVERY GROUP

### PLANNING & ALLOCATION

The professionals at The Parker Avery Group have helped more than 20 retailers improve their planning and allocation practices. This includes,

- Organization Strategy
- Style and Size Analysis
- Assortment Planning
- Multi-Channel Planning
- Allocation
- Promotion Planning

We have experience providing counsel in each of these areas as well as how the Planning discipline integrates with Replenishment, Distribution, Open to Buy Management and other practices within the business. We specialize in helping retailers review their current processes, identify opportunities for improvement and develop fresh ideas that improve assortments, drive higher margins and increase revenue.

We also have experience evaluating and implementing many of the markets leading Planning and Allocation solutions. This includes SAS, Oracle, Manhattan, Torex, MID and JDA.

Contact us at **770 882 2205** or [Contact@ParkerAvery.com](mailto:Contact@ParkerAvery.com) to learn how our experience can improve your planning and allocation process.

**We offer a free 1 hour consultation** with one of our executives to give you a perspective of The Parker Avery Group and ideas of how you can improve your process.

#### ASSORTMENT PLANNING

From pre-season strategy, size analysis, store clustering and master assortment definition to managing the assortment in-season, we have the experience to help you improve your store and product performance. We specialize in multi-channel assortment planning practices that combine the power of each channel to deliver a better consumer and brand experience.

#### MULTI-CHANNEL PLANNING

We understand that a catalog is different than a store. Or that the web can be either a series of campaigns or temporary virtual store. The difference begins at the hierarchy and flows down to planning execution and inventory planning. We specialize in helping multi-channel retailers develop better channel plans, leverage inventory across channels and deliver a consistent brand experience.

#### ALLOCATION

Allocating opportunity buys or managing the distribution of fashion product requires an understanding of store grading, prioritization rules, forecasting, release logic and distribution capacity. We specialize in helping retailers understand how to improve their allocation processes and solutions as part of a total distribution strategy.

The Parker Avery Group  
2876 Johnson Ferry Road  
Suite 250  
Marietta, GA 30062  
770 882 2205  
[www.ParkerAvery.com](http://www.ParkerAvery.com)

T H E  
PARKER AVERY  
G R O U P



# The Parker Avery Group

The Parker Avery Group is a consultancy comprised of experienced industry, technology and consulting professionals. We deliver competitive strategies, fresh ideas and leading practices through professional services to solve client problems. Our vision, experience and innovative approach make us unique.

## OUR APPROACH

We employ our unique **LIVE™** methodology to help companies innovate and change the way they work to drive results.

Our approach is a balance of fact-based analysis and innovation. This produces fast results by leveraging the power of our client's knowledge with new ideas, leading practices and insights.

We also believe a client's success is both a personal and professional objective. We succeed when our clients win.

Contact us to learn more about our Approach and Service Offerings.

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 2876 Johnson Ferry Road  
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 Marietta, GA 30062  
 770 882 2205 (t)  
 770 882 2206 (f)  
[www.ParkerAvery.com](http://www.ParkerAvery.com)

## OUR PORTFOLIO OF SERVICES

	RETAIL	WHOLESALE
<b>SUPPLY CHAIN STRATEGY</b> If you're considering a large investment in your supply chain, we have the experience to reduce your risk, drive faster results and make better decisions. Using a combination of process and innovation techniques, we help companies develop global strategies and new practices that deliver results.	Yes	Yes
<b>RETAIL PLANNING AND ALLOCATION</b> We have worked on more than 20 initiatives with companies to design processes, define organizational models and deploy new capabilities. We understand how merchandise, assortment, store and key item planning work together with clustering and allocation to support a multi-channel retail operation. Contact us to find out how we can help you energize these areas of your business and provide you competitive advantage.	Yes	No
<b>REPLENISHMENT AND INVENTORY OPTIMIZATION</b> Replenishment processes directly impact the bottom line. How well you manage demand, order frequency, buying brackets and service levels against your business objectives can distinguish you in your market. Our experience providing consulting and leading inventory and replenishment solutions makes us unique in our ability to help you transform your business. Contact us to find out how we can improve your replenishment and inventory processes.	Yes	Yes
<b>DEMAND FORECASTING AND PROFILING</b> Every decision a manager makes is based on an expectation of future performance. Understanding the profiles of products, locations and customers is critical to developing good forecasts. We help companies improve their profiles, develop better forecasting practices and deliver more accurate forecasts. Contact us to find out how we can improve your process and statistical results.	Yes	Yes
<b>SUPPLY CHAIN VISIBILITY AND TOTAL COST</b> Whether sourcing domestically or globally, the pressure to maintain product, order and inventory visibility has never been higher. Coupled with the need to understand true profitability of movement decisions when meeting service objectives, we have a tremendous opportunity to improve visibility and profit intelligence for our clients. Contact us to find out how we can help you gain visibility and build profit intelligence solutions for your business.	Yes	Yes